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Titolo	Brain tattoos [[electronic resource]] : creating unique brands that stick in your customers' minds / / Karen Post ; foreword by Jeffery H. Gitomer ; afterword by Michael Tchong
Pubbl/distr/stampa	New York, : AMACOM, c2005
ISBN	0-8144-2839-8
Descrizione fisica	1 online resource (207 p.)
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Soggetti	Brand name products Branding (Marketing)
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminaries; Contents; Chapter 1: Your Brand; Chapter 2: Brand Checkup; Chapter 3: Brand Moi; Chapter 4: Brand Warriors; Chapter 5: Branding Basics; Chapter 6: Brand Naming; Chapter 7: Four Engines of Brand Development; Chapter 8: The Fifth Engine; Chapter 9: Internal Branding; Chapter 10: Before You Brand, Protect Your Assets; Epilogue: Top-Ten Tattoo Taboos; Resources; Index; About the Author
Sommario/riassunto	Make your brand so strong customers can't get it out of their heads!